

(REFERENCE COPY - Not for submission)
Children's Television Programming Report

FRN: 0009961889 | File Number: CPR-129067 | Submit Date: 04/09/2012 | Call Sign: WFLA-TV | Facility ID: 64592 | City: TAMPA | State: FL
Service: Full Service Television | Purpose: Children's TV Programming Report | Status: Received | Status Date: 04/09/2012 | Filing Status: Active

Report reflects information for : First Quarter of 2012

General Information	Section	Question	Response
	Attachments	Are attachments (other than associated schedules) being filed with this application?	

Applicant
Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Tampa-St.Pete-Sarasota
	Web Home Page Address	www.wfla.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	6.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(12)

Digital Core Program (1 of 12)	Response
Program Title	TURBO DOGS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10-10:30AM
Total times aired at regularly scheduled time	5
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS is a show about six canine friends-Dash, GT, Clutch, Stinkbert, Strut, and Mags-who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 12)	Response
Program Title	SHELLDON
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30-11AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions	

for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowrie shell classmate of Shelldon's also live at the inn. Shelldon and his buddies, Herman (a hermit crab) and Connie (a cowrie shell), always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 12)	Response
Program Title	THE MAGIC SCHOOL BUS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11-11:30AM
Total times aired at regularly scheduled time	5
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the	THE MAGIC SCHOOL BUS is based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact-filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges them to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard,

definition of Core Programming.	accompanies the class on their field trips. The content of the show is appropriate for children from ages 7 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 12)	Response
Program Title	BABAR
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30-12NOON
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. BABAR first appeared on the schedule in 2007 and returned with new episodes for the 2009-2010 schedule.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 12)	Response
Program Title	WILLA'S WILD LIFE
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 7-7:30AM
Total times aired at regularly scheduled time	13

Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 12)	Response
Program Title	PEARLIE
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 7:30-8AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy friends, Opal and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch-rival, Saphira, who is also her fairy cousin.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 12)	Response
Program Title	ZULA PATROL
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10-10:30AM
Total times	

aired at regularly scheduled time	8
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE ZULA PATROL is an animated show about six extraterrestrial characters-Captain Bula, his copilot Zeeter, Professor Multo, their pet, Gorgo, and their flying dictionaries, Wizzy and Wigg-who learn key science concepts as they explore the galaxy through space missions. Often, the group encounters the evil Dark Truder and his talking toupee minion, Traxie, and must thwart Truder's poorly planned schemes to take over the universe. Each character exhibits unique abilities and traits that, combined with their new knowledge, help them problem-solve their way through their journeys. Using an integrated approach to target diverse learning styles, the show communicates its educational messages through narratives and a two-part information segment at the end of each story.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 12)	Response
Program Title	JANE AND THE DRAGON
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11-11:30AM
Total times aired at regularly scheduled time	8
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the	JANE AND THE DRAGON is a coming-of-age story about a middle-class, medieval girl who lives in the Royal Court with her family. As an only child, Jane is raised to be a Lady-in-Waiting but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard. Accompanied by her best friend, a giant green Dragon that lives in her backyard,

definition of Core Programming.	Jane experiences a series of adventures that test her character and her skills as a young knight in a castle full of friends and foes. Each episode in the show takes us through the problems and challenges Jane encounters and the process she goes through to find the solutions for them.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 12)	Response
Program Title	GREEN SCREEN ADVENTURES MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 8-8:30AM, 8:30-9AM, 9-9:30AM, & 9:30-10AM
Total times aired at regularly scheduled time	52
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREEN SCREEN ADVENTURES SPARKS ENTHUSIASM FOR WRITING THROUGH AGE-APPROPRIATE SKETCH COMEDY, ORIGINAL SONGS, PUPPETRY, AND STORY THEATRE. THE STORIES ARE BASED ON THE WRITING OF ELEMENTARY SCHOOL STUDENTS, AGE 7-13. CHILDREN GET THE THE MESSAGE THAT THEIR WORDS HAVE POWER, THAT THEIR VOICES ARE BEING HEARD. OUR DIVERSE GREEN SCREEN COMPANY OF PERFORMERS AND WRITERS REINFORCE CRITICAL WRITING SKILLS AND SHARE POSITIVE SOCAIL MESSAGES. OUR EDUCATIONAL MISSION EMPASIZES THE FOUR "C"S AS WELL AS THE THREE "R"S - CONFIDENCE, CITIZENSHIP, AND COMPASSION.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 12)	Response
Program Title	MAD ABOUT MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10-10:30AM & 10:30-11AM
Total times	

aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MAD ABOUT IS A HALF HOUR SKETCH - COMEDY - VARIETY SHOW AIMED AT EDUCATING AND ENTERTAINING KIDS AGES 13 - 16. A TRUE E/I SERIES, EPISODES USE A CREATIVE MIXTURE OF HUMOR, IMPROV, ANIMATION AND VIEWER-GENERATED VIDEO. MAD ABOUT CONVEYS IMPORTANT MESSAGES ABOUT LIFE SKILLS SUCH AS PERSONAL FINANCE, HEALTH & NUTRITION, FITNESS, CONSERVATION, AND DECISION MAKING IN A FUN AND ENTERTAINING WAY. EACH TV EPISODE RELIES ON A SMALL COMPANY OF SKILLED COMEDIC ACTORS TO EXPLORE SIGNIFICANT TOPICS WITHIN A SUBJECT AREA. IT INCORPORATES COMIC MONOLOGUES, SKETCH AND IMPROV COMEDY, EYE CATCHING ANIMATION, MUSIC VIDEOS, HUMOROUS "MAN ON THE STREET" INTERVIEWS,AND VIEWER-CREATED QUESTIONS ABOUT LIFE'S ISSUES.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 12)	Response
Program Title	GREEN SCREEN ADVENTURES MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 8-8:30AM, 8:30-9AM, 9-9:30AM, & 9:30-10AM
Total times aired at regularly scheduled time	52
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child	7 years to 13 years

Audience Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREEN SCREEN ADVENTURES SPARKS ENTHUSIASM FOR WRITING THROUGH AGE-APPROPRIATE SKETCH COMEDY, ORIGINAL SONGS, PUPPETRY, AND STORY THEATRE. THE STORIES ARE BASED ON THE WRITING OF ELEMENTARY SCHOOL STUDENTS, AGE 7-13. CHILDREN GET THE THE MESSAGE THAT THEIR WORDS HAVE POWER, THAT THEIR VOICES ARE BEING HEARD. OUR DIVERSE GREEN SCREEN COMPANY OF PERFORMERS AND WRITERS REINFORCE CRITICAL WRITING SKILLS AND SHARE POSITIVE SOCAIL MESSAGES. OUR EDUCATIONAL MISSION EMPASIZES THE FOUR "C"S AS WELL AS THE THREE "R"S - CONFIDENCE, CITIZENSHIP, AND COMPASSION.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 12)	Response
Program Title	EDGEMONT MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10-10:30AM & 10:30-11AM
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	EDGEMONT IS DESIGNED TO ENTERTAIN ITS CORE TEEN AUDIENCE AND ALSO TO INFORM AND EDUCATE ITS VIEWERS ABOUT ISSUES THAT ARISE IN SCHOOL AND HOME. THE STORYLINES FOCUS ON SOCIAL AND EMOTIONAL CHALLENGES FACED BY ALL STUDENTS, FROM FORMING AND MAINTAINING FAMILY, FRIENDSHIP AND ROMANTIC RELATIONSHIPS, TO ETHICAL AND MORAL CHOICES. THE OBJECTIVE OF THE SERIES IS TO DEMONSTRATE MODELS OF BEHAVIOR FOR TEEN VIEWERS, ALLOWING THEM TO CONSIDER CHOICES THAT THEY THEMSELVES MAY DACE, TO WITNESS THE POTENTIAL OUTCOMES OF THESE CHOICES AND GAIN POSITIVE TOOLS THAT THEY CAN USE TO RESOLVE ISSUES AND CONFLICTS IN A CONSTRUCTIVE WAY.
Does the Licensee identify the program by displaying throughout	Yes

the program
the symbol E
/I?

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays @ 1:30-2PM
Total times aired at regularly scheduled time:	4
Number of Preemptions	9
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	JACK HANNA'S ANIMAL ADVENTURES: FOLLOW JACK HANNA AS HE SPENDS TIME WITH NATURE'S CREATURES ACROSS THE CONTINENTS. JACK TALKS WITH PEOPLE THAT ARE KNOWLEDGEABLE ABOUT EACH ANIMAL AND HABITAT, TEACHING AS HE GOES. EACH EPISODE IS DESIGNED TO REVEAL TO CHILDREN THE WORLD AROUND THEM IN A WAY THAT PRESENTS POSITIVE ROLE MODELS AND PRO-SOCIAL VALUES WITHIN AN ENVIRONMENTALLY RESPONSIBLE UNIVERSE.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	1/14/2012 4:30AM
Date Time	3/03/2012 4:00AM
Date Time	3/10/2012 5:00AM
Date Time	3/31/2012 4:00AM
Date Time	2/25/2012 1:00PM
Date Time	1/08/2012 1:30PM
Date Time	2/11/2012 4:00AM
Date Time	3/24/2012 4:00AM
Date Time	3/17/2012 4:00AM

Non-Core Educational and Informational Programming (2 of 2)	Response
Program Title	JACK HANNA'S INTO THE WILD
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays @ 5:30-6AM
Total times aired at regularly scheduled time:	13
Number of Preemptions	-1
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the	Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animal facts while teaching

definition of Core Programming.

children the importance of stewardship of our envirnment through his documented donations to conservation efforts worldwide.

Does the program have educating and informing children ages 16 and under as a significant purpose?

Yes

Does the Licensee identify the program by displaying throughout the program the symbol E /I?

Yes

Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?

Yes

Date and Time Aired:

Questions	Response
Date Time	

Sponsored Core
Programming (0)

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526 (e)(11)(iii)?	Yes
Name of children's programming liaison	Joyce Lueders
Address	200 South Parker Street - 4th Floor
City	Tampa
State	FL
Zip	33606
Telephone Number	813-221-5771
Email Address	jlueders@wfla.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	1.) WFLA-TV airs PSA's of varied lengths that are designed specifically to meet the educational and informational needs of children as well as PSA's that are designed for the general audience but have messages applicable to children. 2.) WFLA-TV's Newscasts are general audience programs with educational/informational value for children: NewsChannel 8 Early Today (M-F) Newscasts 4:30-5AM; 7AM; NewsChannel 8 Today (M-F) Newscasts 5-7AM; NewsChannel 8 Midday (M-F) 11AM-Noon; NewsChannel 8 (M-F) 5-5:30PM Live At Five and (M-F) 5:30-6PM 5:30 Report; NewsChannel 8 @ 6 (M-Sun) 6-6:30PM; NewsChannel 8 @ 11 (M-Sun) 11-11:30PM; NewsChannel 8 9AM News (Sat & Sun) 9-10AM; NewsChannel 8 12 PM (Sat & Sun) 12-1PM. 3.)WFLA-TV's non-broadcast efforts include the participation of our Anchors and Meteorologists as guest speakers and emcees for community groups, and as "teachers" at Bay Area Schools; and Station Tours for Scout Troops, School Classes -- ranging from Elementary through High School /Vocational Technical Schools. 4. To supplement and enhance the educational value of the network's Teen NBC programs...NBC has a website (www.nbc.com/tmyk) specifically dedicated to teens. The goals of this site are first, to create a platform for the teen community where communities for self-expression become the core of the interactive experience; second to build these communities wherever possible around the themes and ideas generated within the TNBC shows themselves; and third, to provide online resources of information and guidance around the issues that most affect teen lives. THE MORE YOU KNOW website features scripts from the award-winning public service announcements, referral information for the organizations referenced in the PSA's, a general campaign overview, and educational materials produced in connection with NBC programming. The site also includes a "feature of the month" page which addresses select TMYK topics and a list of the campaign's most recent accolades. 5.) WFLA-TV produces an annual Telethon to raise money for the All Children's Hospital (Children's Miracle Network) this year (2012) is our 29th Telethon which airs on Sunday, June 03 -- Starts @ 7AM and Ends @ 6:30PM. All NBC and Local Programs are pre-empted by this Telethon. 6.) After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies that the station fully complied with the FCC's commercial limits in children's programs, as specified at 47 C.F.R. Section 73.670, with respect to all programs specifically designed for children ages twelve and under. In addition to the educational or informational programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve and under that were not "educational or informational" programming: NONE

Other Matters
(10)

Other Matters (1 of 10)	Response
Program Title	ZULA PATROL
Origination	Network
Days/Times	
Program Regularly Scheduled	Saturdays @ 10-10:30Am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child	6 years to 10 years
Audience from	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE ZULA PATROL is an animated show about six extraterrestrial characters-Captain Bula, his copilot Zeeter, Professor Multo, their pet, Gorgo, and their flying dictionaries, Wizzy and Wigg-who learn key science concepts as they explore the galaxy through space missions. Often, the group encounters the evil Dark Truder and his talking toupee minion, Traxie, and must thwart Truder's poorly planned schemes to take over the universe. Each character exhibits unique abilities and traits that, combined with their new knowledge, help them problem-solve their way through their journeys. Using an integrated approach to target diverse learning styles, the show communicates its educational messages through narratives and a two-part information segment at the end of each story.

Other Matters (2 of 10)	Response
Program Title	SHELLDON (PRIMARY DIGITAL CHANNEL)
Origination	Network
Days/Times	
Program Regularly Scheduled	Saturdays @ 10:30-11AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child	6 years to 10 years
Audience from	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowrie shell classmate of Shelldon's also live at the inn. Shelldon and his buddies, Herman (a hermit crab) and Connie (a cowrie shell), always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.

Other Matters (3 of 10)	Response
Program Title	JANE AND THE DRAGON
Origination	Network
Days/Times	
Program Regularly Scheduled	saturdays @ 11-11:30AM
Total times aired	

at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	JANE AND THE DRAGON is a coming-of-age story about a middle-class, medieval girl who lives in the Royal Court with her family. As an only child, Jane is raised to be a Lady-in-Waiting but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard. Accompanied by her best friend, a giant green Dragon that lives in her backyard, Jane experiences a series of adventures that test her character and her skills as a young knight in a castle full of friends and foes. Each episode in the show takes us through the problems and challenges Jane encounters and the process she goes through to find the solutions for them.
Other Matters (4 of 10)	Response
Program Title	BABAR
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30-12NOON
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. BABAR first appeared on the schedule in 2007 and returned with new episodes for the 2009-2010 schedule.
Other Matters (5 of 10)	Response
Program Title	WILLA'S WILD LIFE
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 7-7:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.
Other Matters (6 of 10)	Response
Program Title	PEARLIE

Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 7:30-8AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy friends, Opal and Jasper, a graden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch-rival, Saphira, who is also her fairy cousin.

Other Matters (7 of 10)	Response
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Program Title	GREEN SCREEN ADVENTURE
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 8-8:30AM, 8:30-9AM, 9-9:30AM, & 9:30-10AM
Total times aired at regularly scheduled time	52
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREEN SCREEN ADVENTURES SPARKS ENTHUSIASM FOR WRITING THROUGH AGE-APPROPRIATE SKETCH COMEDY, ORIGINAL SONGS, PUPPETRY, AND STORY THEATRE. THE STORIES ARE BASED ON THE WRITING OF ELEMENTARY SCHOOL STUDENTS, AGE 7-13. CHILDREN GET THE THE MESSAGE THAT THEIR WORDS HAVE POWER, THAT THEIR VOICES ARE BEING HEARD. OUR DIVERSE GREEN SCREEN COMPANY OF PERFORMERS AND WRITERS REINFORCE CRITICAL WRITING SKILLS AND SHARE POSITIVE SOCAIL MESSAGES. OUR EDUCATIONAL MISSION EMPASIZES THE FOUR "C"S AS WELL AS THE THREE "R"S - CONFIDENCE, CITIZENSHIP, AND COMPASSION.

Other Matters (8 of 10)	Response
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Program Title	GREEN SCREEN ADVENTURES
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 8-8:30AM, 8:30-9AM, 9-9:30AM, & 9:30-10AM
Total times aired at regularly scheduled time	52
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of	GREEN SCREEN ADVENTURES SPARKS ENTHUSIASM FOR WRITING THROUGH AGE-APPROPRIATE SKETCH COMEDY, ORIGINAL SONGS, PUPPETRY, AND STORY THEATRE. THE STORIES ARE BASED ON THE WRITING OF ELEMENTARY SCHOOL STUDENTS, AGE 7-13. CHILDREN GET THE THE MESSAGE THAT THEIR WORDS HAVE POWER, THAT THEIR VOICES ARE BEING HEARD. OUR DIVERSE GREEN SCREEN COMPANY OF PERFORMERS AND WRITERS REINFORCE CRITICAL WRITING SKILLS

Core Programming.	AND SHARE POSITIVE SOCAIL MESSAGES. OUR EDUCATIONAL MISSION EMPASIZES THE FOUR "C"S AS WELL AS THE THREE "R"S - CONFIDENCE, CITIZENSHIP, AND COMPASSION.
Other Matters (9 of 10)	Response
Program Title	MAD ABOUT
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10-10:30AM & 10:30-11AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MAD ABOUT IS A HALF HOUR SKETCH - COMEDY - VARIETY SHOW AIMED AT EDUCATING AND ENTERTAINING KIDS AGES 13 - 16. A TRUE E/I SERIES, EPISODES USE A CREATIVE MIXTURE OF HUMOR, IMPROV, ANIMATION AND VIEWER-GENERATED VIDEO. MAD ABOUT CONVEYS IMPORTANT MESSAGES ABOUT LIFE SKILLS SUCH AS PERSONAL FINANCE, HEALTH & NUTRITION, FITNESS, CONSERVATION, AND DECISION MAKING IN A FUN AND ENTERTAINING WAY. EACH TV EPISODE RELIES ON A SMALL COMPANY OF SKILLED COMEDIC ACTORS TO EXPLORE SIGNIFICANT TOPICS WITHIN A SUBJECT AREA. IT INCORPORATES COMIC MONOLOGUES, SKETCH AND IMPROV COMEDY, EYE CATCHING ANIMATION, MUSIC VIDEOS, HUMOROUS "MAN ON THE STREET" INTERVIEWS,AND VIEWER-CREATED QUESTIONS ABOUT LIFE'S ISSUES.
Other Matters (10 of 10)	Response
Program Title	EDGEMONT
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10-10:30AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	EDGEMONT IS DESIGNED TO ENTERTAIN ITS CORE TEEN AUDIENCE AND ALSO TO INFORM AND EDUCATE ITS VIEWERS ABOUT ISSUES THAT ARISE IN SCHOOL AND HOME. THE STORYLINES FOCUS ON SOCIAL AND EMOTIONAL CHALLENGES FACED BY ALL STUDENTS, FROM FORMING AND MAINTAINING FAMILY, FRIENDSHIP AND ROMANTIC RELATIONSHIPS, TO ETHICAL AND MORAL CHOICES. THE OBJECTIVE OF THE SERIES IS TO DEMONSTRATE MODELS OF BEHAVIOR FOR TEEN VIEWERS, ALLOWING THEM TO CONSIDER CHOICES THAT THEY THEMSELVES MAY DACE, TO WITNESS THE POTENTIAL OUTCOMES OF THESE CHOICES AND GAIN POSITIVE TOOLS THAT THEY CAN USE TO RESOLVE ISSUES AND CONFLICTS IN A CONSTRUCTIVE WAY.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p> <p>I certify that this application includes all required and relevant attachments.</p> <p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>Media General Communications Holdings, LLC</p>

Attachments

No Attachments.